



For immediate release

**Celebrities and Socialites gather on fifth “Sa Sa Ladies’ Purse Day”
to celebrate the big day with
Sa Sa and Hong Kong Jockey Club**

(Hong Kong – 11 October 2009) Leading cosmetics retailing group in Asia, **Sa Sa International Holdings Limited** (“Sa Sa” or “the Group”; stock code: 0178), and the Hong Kong Jockey Club (“HKJC”) jointly presented the fifth “Sa Sa Ladies’ Purse Day” at the Shatin Racecourse today. This year’s event also celebrated the 5th anniversary of Sa Sa and the 125th anniversary of Hong Kong Jockey Club.

Joining Mr. Simon Kwok, Chairman and CEO of Sa Sa, Mrs. Eleanor Kwok, Vice-Chairman of Sa Sa, Mr. John CC Chan, Chairman of the Hong Kong Jockey Club, and Mr. Winfried Engelbrecht-Bresges, CEO of the Hong Kong Jockey Club at the event were celebrities and socialites from the business and horse-racing circles including Mr. Michael Suen, Mr. Leong Che Hung, JP, Mrs. Peggy Lam, JP, Ms. Ki Man Fung, Leonie, Ms. Cally Kwong, Mrs. Ngan Kwan, Christina, Ms. Abbie Chan, Ms. Angela Leong, Ms. Cavaliere Kathy Kam Hing, JP, Dr. Ann Chiang, Mrs. Nina Lam and Ms Olivia Lee-Davies, etc.

Ten “Perfect Looks” to celebrate the 5th anniversary of Sa Sa Ladies Purse Day

After Race 8, Mr. Simon Kwok and Ms. Annie Liu, famous movie actress, presented the commemorative trophy to the owner, trainer and jockey of the winning horse of “Sa Sa Ladies’ Purse” Race for their outstanding performance. After that, Mr. Simon Kwok, Mrs. Eleanor Kwok, Mr. John Chan, Mr. Winfried Engelbrecht-Bresges and the winning owner of the “Sa Sa Ladies’ Purse” Race went on stage to toast for the success of the event this year.

At the racecourse, all guests were dressed up to show off their beauty and charm, complementing the theme of this year’s “Sa Sa Ladies’ Purse Day” – New Glamour from Nature.

Mr. Kwok said at the event : “In the past few years, we always use ‘beauty’ as the theme, and to celebrate the 5th anniversary of Sa Sa Ladies Purse Day, we especially use ‘New Glamour from Nature’ as our theme, hoping that to bring everyone to see and understand ‘beauty’ in different angles. Because of that, we co-organized the ‘New Glamour from Nature’ Design Competition with Hong Kong Design Institute, the Institute’s elite students were invited to design ten complete

looks riding on this year's theme." Adding up the result of public voting and judging panel, the competition result was announced today and an award presentation ceremony was also held.

"Sa Sa Ladies' Purse" and international brand races unleashed excitement

In addition to the Sa Sa Ladies' Purse race, there were other races sponsored by internationally famed brands including Suisse Programme Handicap, Dr. G Handicap, Elizabeth Arden Handicap, La Colline Handicap, NUXE Handicap, L'OREAL PARIS Handicap, REVLON Handicap, Soin D'eau Handicap and Skincode Handicap. To add colour to the event, all those who were at the Shatin Racecourse received a limited edition "Felicity Pearl Horse Brooch" designed by Ms. Cally Kwong, famous horse owner and gemologist.

In celebration of the 5th anniversary of Sa Sa Ladies Purse Day and the 125th anniversary of Hong Kong Jockey Club, Ms. Cally Kwong took her inspiration from the beauty of a horse in motion to design the brooch. The "Felicity Pearl Horse Brooch" features a horse etched in rose gold, accompanied by a saddlebag in silver. This exquisite piece is bordered with pure pearls, capturing the beauty of natural vitality. Not only will it enhance the elegance of any gentleman or lady wearing it, it will add a touch of class to any room as a table ornament.

Apart from that, Sa Sa has arranged a series of special activities including special counters to offer make-up services to ladies, as well as a Magnificent Natural Charm Cosmetic and Photo Corner to capture the beauty of the day. Visitors were also being invited to participate in Sa Sa's Outstanding Outfit Contest and Guess The Winning Horse Game for a chance to win a number of fabulous prizes. Famous actress, Annie Liu and popular actor, Bosco Wong were there to play games with race goers, and have successfully pushed the atmosphere to the climax.

About "Sa Sa Ladies' Purse Day"

First run in 1848, the Ladies' Purse is one of the oldest and most popular race meetings in Hong Kong. More than a century ago, ladies attending the Ladies' Purse Day would dress up on splendid attire. According to tradition, the owner, trainer and jockey of the winning horse of the Ladies' Purse race were awarded gold coins as the prize by a renowned lady. Nowadays, a gold coin inside a purse is presented to winning connections as memento.

About Sa Sa

Sa Sa is a leading cosmetics retailing group in Asia. Its over 150 stores and counters in Asia sell more than 400 brands of skin care, fragrance, make-up and hair care products including its own-brands and other exclusive international brands. Over 1,300 well-trained beauty consultants are employed to provide professional services to its customers.

Sa Sa runs the largest cosmetics specialty store chain in Asia Pacific region and one of the top ten retail groups in Hong Kong, as ranked by Retail Asia magazine, KPMG and Euromonitor in 2009. As one of the major sole agents in cosmetics in Hong Kong, Sa Sa also represents more than 100 international beauty brands in Asia. Sa Sa prospers on its successful and proven "one-stop cosmetics specialty store" concept which aims to provide customers with the widest range of quality products. Its e-commerce arm, Sasa.com, provides online shopping service to customers as well as a strong marketing tool for the Group. Sa Sa, established in 1978, was listed on The Stock Exchange of Hong Kong since June 1997, and had an annual turnover of over HK\$3.6 billion for the year ended 31 March 2009.

This press release is distributed by Strategic Communications Consultants Ltd (SCC) on behalf of Sa Sa Cosmetics Company Limited, a subsidiary of Sa Sa International Holdings Limited.

For media enquiries, please contact:

Strategic Communications Consultants Ltd (SCC)

Ezena Tang

Tel : 2114 4993 / 9226 1363

Email : ezena.tang@sprg.com.hk

Fax: 2114 0880

Rita Wong

Tel : 2114 4946 / 9226 1332

Email : rita.wong@sprg.com.hk

Fax: 2114 0880